



DOWNTOWN ORILLIA BUSINESS IMPROVEMENT AREA

MINUTES

Minutes of the Regular Meeting of the Downtown Orillia Business Improvement Area
Tuesday, March 19, 2024

Present: Michael Fredson, In the Chair
Jeff Gilbert, Vice Chair
Councillor David Campbell
Megan Murray, Secretary
Darcy Macdonell, Treasurer
Jenna French, Director
Doug Cooper, Director
Ruth Howorth, Director
Jennie May Banks, Director

Absent:

Open Session

Chair- Michael Fredson

Call To order

The meeting was called to order at 5:35PM.

Approval of Agenda

Moved by David Campbell, seconded by Darcy MacDonell.

THAT the Downtown Orillia Business Improvement Area approve the agenda for the March 19, 2024, with the following change that the Minutes to be approved are for February 20, 2024 not February 16, 2024.

Carried

Disclosure of Interest

None declared.

Deputations

1. Elena Villalba, Uptown Living re – 2025 Summer Event
2. Janette MacDonald, Miconex Business Development Manager re – Gift Card Program
3. Mina Fayez, General Manager and Wendy Hembruff, Social and Community Services Division County of Simcoe re – Community Safety Initiative

Closed Session Items

None.

Reports

Moved by Jennie-May Banks, seconded by Ruth Howorth

“THAT the Financial Report for the period from January 1, 2024, To February, 29 2024, be received as presented.”

Carried.

Moved by Ruth Howorth, seconded by Darcy MacDonell

“THAT the report regarding Buskers be received as presented.

AND THAT that DOBIA introduce a Busking pilot project for 2024 with 10 licenses created. Five licenses designated for musical performance and 5 licenses designated for performance art. All licenses require a \$25 administrative fee.

AND THAT auditions be required to receive licenses, scheduled auditions held May 1st - May 15th, 2024.”

Carried.

Moved by Jeff Gilbert, seconded by David Campbell

“THAT the report regarding the “Great Orillia Garage Sale,” be received as information.”

Carried.

Moved by Ruth Howorth, seconded by Jennie-May Banks

“THAT the information on the reorganization of the City of Orillia Committees be received.

AND THAT a Special Meeting be held to meet with city staff regarding the draft staff report related to on street parking.”

Carried.

Moved by Ruth Howorth, seconded by Darcy MacDonell

“THAT the Working Groups reports be received.

AND THAT the following dates be submitted to the City of Orillia for Street Closure application:

- Every Saturday in the Summer 5-11, June 29th to Labour Day Weekend Matchedash to Peter and Peter South, West to Andrew St.
- Mariposa Market Friday and Starry Night July, 5 9AM-11PM miss. Match-peter +peter St. S
- Car Show and Starry Night Aug 24 Front to Albert inc. Peter 5AM-11PM”.

Carried.

Moved by Jennie-May Banks, seconded by Darcy MacDonell

“THAT the Chamber of Commerce report be received.”

Carried.

Moved by David Campbell, seconded by Ruth Howorth

“THAT the report regarding hiring be received.

AND THAT a Hiring working group consisting of the following members be struck:

- Michael Fredson, Chair
- Darcy MacDonnell, Director
- Ruth Howorth, Director

Carried.

Moved by Megan Murray, Seconded by Ruth Howorth

“THAT the report regarding advertising be received.

AND THAT advertising decisions for 2024 be deferred until staff are in place and the rebranding process is complete.”

Carried.

Moved by David Campbell, seconded by Ruth Howorth

“THAT further options for health care plans be reviewed and reported back to the board.”

Carried.

Correspondence Items

Moved by Jeff Gilbert, seconded by Darcy MacDonell.

“THAT, the correspondence from Michael Ladouceur, Director of Business development, Tourism and Modernization regarding the clean-up of the Sir Sam Steele building be received.

AND THAT the DOBIA contribute \$2500 out of the 2024 Budget towards the cleaning of all alleyways withing the BIA Boundaries.

AND THAT the timing of the cleaning would be within the first two weeks of May.

Carried.

Correspondence- Action Items

"THAT, the correspondence from Kevin Gangloff of the Roots North Festival be received.

AND THAT the subsidy program, whereby 50% of the cost of live music performances for membership of the BIA be reimbursed by the DOBIA up to a maximum total of \$5000.00”

Carried.

Deputation Motions

Moved by Ruth Howorth, seconded by Jennie-May Banks

“THAT the deputation from Elena Villalba of Uptown Living regarding a potential 2025 Summer Event be received

AND THAT the event be referred to the 2025 Events Working Group when struck.”

Carried.

Moved by David Campbell, seconded by Ruth Howorth

“THAT the deputation from Janette MacDonald, Miconex Business Development Manager regarding a Downtown Orillia Gift Card program be received.

AND THAT the board continues to investigate Gift Card programs.”

Carried.

Moved by Ruth Howorth, seconded by Megan Murray

“THAT the deputation from Mina Fayez and Wendy Hembruff of Simcoe County, Social and Community Services Division regarding the Community Safety Initiative be received”.

Carried.

Date of Next Meeting

DATE at TIME in the DOBIA Boardroom, DOBIA Office.

Adjournment

Moved by Megan Murray, seconded by Jennie-May Banks.

“THAT the meeting be adjourned.”

Carried

Meeting adjourned at: 9:50PM

Michael Fredson,
Chair